

# Audience and Impact

## OVERVIEW FOR 2021

### BY THE NUMBERS

ANNUAL BUDGET FY 2020  
**\$810.4 million**

EMPLOYEES  
**3,304**

LANGUAGES  
**62**

AUDIENCE  
**394 million**

**50** overseas bureaus and  
production centers

Nearly **200** operational  
transmitters for TV, FM, MW &  
SW at 100 transmission sites in  
over 40 countries worldwide

**4,300** television,  
radio, and digital affiliates  
across the globe

**109** affiliates that air  
custom or interactive segments

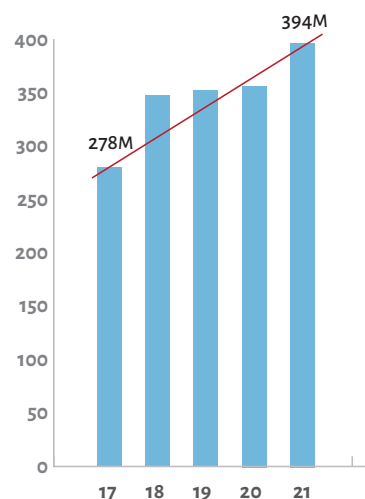
### AUDIENCE GROWTH

Overall USAGM  
growth was

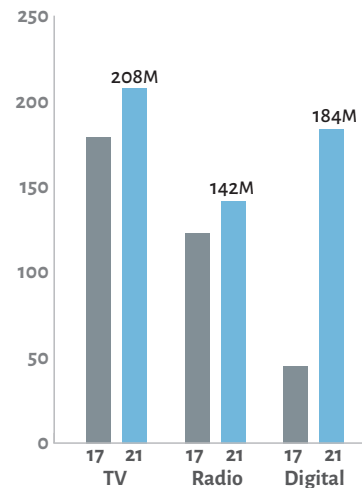
**42%**

over the past four years  
totaling 394 million  
unduplicated viewers  
across all media

[Learn About Our Methodology](#)



AUDIENCE GROWTH 2017-2021  
UNDULICATED WEEKLY AUDIENCE



AUDIENCE GROWTH BY PLATFORM  
2017-2021

### MEASURED WEEKLY AUDIENCE PERCENT GROWTH 2017-2021

VOA  
311.8M **↑32%**

RFE/RL  
37.2M **↑44%**

RFA  
59.8M **↑767%**

MBN  
31.1M **↑21%**

OCB  
1M  
No new survey  
since 2017

### TOP TEN AUDIENCES FOR U.S. INTERNATIONAL MEDIA IN 2021

WEEKLY UNDUPLICATED AUDIENCE  
*Adults who listen/view/use programming at least  
once a week*

In millions	
China	65.4
Indonesia	39.1
Mexico	35.8
India	29.4
Nigeria	19.6
Iraq	13.3
Iran	12.2
Burma	10.9
Afghanistan	10.5
Turkey	8.9

### AUDIENCE BY REGION

#### Latin America — 58.4 million

Data from Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Haiti, Mexico, Nicaragua, Paraguay, Peru, Uruguay, Venezuela. Reflects audiences for OCB and VOA.

#### Middle East and North Africa — 42.9 million

Data from Algeria, Egypt, Iraq, Israel, Jordan, Kuwait, Lebanon, Morocco, Palestinian Territories, Qatar, Saudi Arabia, Sudan, Tunisia, Turkey, UAE, Yemen. Reflects audiences for MBN and VOA.

#### Sub-Saharan Africa — 68.7 million

Data from Benin, Burkina Faso, Cameroon, Cote d'Ivoire, Democratic Republic of Congo, Ethiopia, Gabon, Ghana, Guinea, Kenya, Malawi, Mali, Namibia, Nigeria, Republic of Congo, Senegal, South Africa, Tanzania, Uganda, Zambia, Zimbabwe. Reflects audiences for VOA.

#### Near East, South and Central Asia, Eurasia — 88.4 million

Data from Afghanistan, Albania, Armenia, Bangladesh, Belarus, Bosnia, Bulgaria, Crimea, Estonia, Georgia, India, Iran, Kazakhstan, Kosovo, Kyrgyzstan, Latvia, Lithuania, Moldova, Montenegro, Nagorno-Karabakh, North Macedonia, Pakistan, Romania, Russia, Serbia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan. Reflects audiences for RFE/RL and VOA.

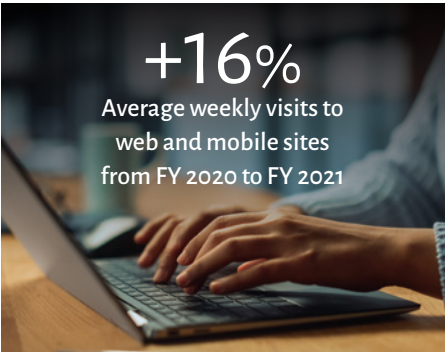
#### East and Southeast Asia — 135.4 million

Data from Burma, Cambodia, China, Hong Kong, Indonesia, Laos, Philippines, South Korea, Taiwan, Thailand, Vietnam. Reflects audiences for RFA and VOA.

#### As percentage of adult population

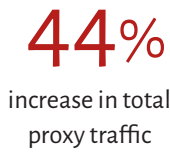
Iraq (includes Iraqi Kurdistan)	71.9
Afghanistan	69.3
Palestinian Territories	50.2
Kyrgyzstan	44.1
Armenia	41.2
Mexico	40.4
Kosovo	38.0
Haiti (Ouest and Centre regions only)	35.5
Montenegro	34.7
Burma	34.6

DIGITAL

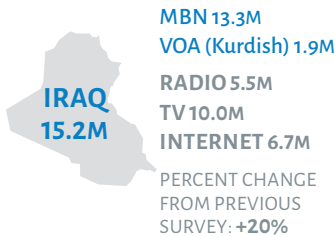
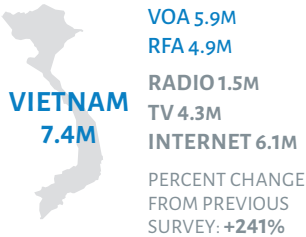
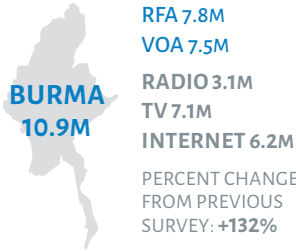
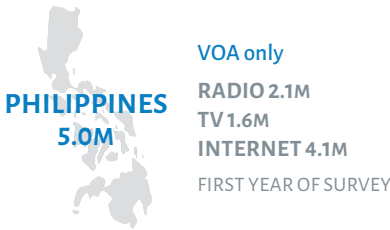
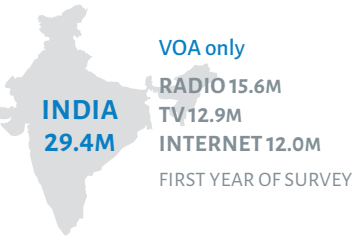


CIRCUMVENTION

USAGM's Open Technology Fund (OTF) provides a range of tools to help audiences overcome internet restrictions. In FY 2021, these tools saw significant year-on-year growth.



AUDIENCE GAINS BY COUNTRY



USAGM measures and reports unduplicated audience, the number of individuals who access content, counting a person only once, regardless of how many platforms or networks they use over the course of a week.

IMPACT MEASURES

PROGRAM CREDIBILITY

Percentage of weekly audience who consider information to be very or somewhat trustworthy

	FY 2021 ACTUAL
VOA	81
RFE/RL	74
RFA	77
MBN	70
OCB	97

HELPS FORM OPINIONS ON IMPORTANT TOPICS

Percentage of weekly audience who report that the broadcasts have helped them form opinions on important topics somewhat or a great deal

	FY 2021 ACTUAL
VOA	64
RFE/RL	58
RFA	93
MBN <sup>1</sup>	NA
OCB	75

<sup>1</sup> This question was not included in MBN's recent surveys.

[Learn About Measuring Program Credibility](#)

[What Do We Mean by "Helps to Form Opinions?"](#)

ABOUT USAGM

The U.S. Agency for Global Media is an independent federal agency, supervising all U.S. government-supported, civilian international broadcasting, whose mission is to inform, engage, and connect people around the world in support of freedom and democracy.

USAGM networks have an audience of 394 million in more than 90 countries. USAGM networks include the Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, the Middle East Broadcasting Networks (Alhurra Television and Radio Sawa), the Office of Cuba Broadcasting (Radio Televisión Martí), and the Open Technology Fund (OTF).

